We believe in a world where every child has the opportunity to experience comfort, joy, and the extraordinary physical, emotional and educational benefits of play.
Dear friends,

We are grateful for the toy community’s generosity and commitment to create a world where every child has the opportunity to experience comfort, joy, and the extraordinary physical, emotional and educational benefits of play. In fiscal year 2022, together we were able to deliver play to more than 925,000 children and families in the United States and around the world.

Historically, The Toy Foundation™ (TTF) facilitated donations between companies and charities, leaving much opportunity to create a greater impact for the toy community and children in need. In 2022, the Board of Trustees decided on a new course of action for the Foundation that is in line with The Toy Association’s strategic goals and adds value to the Association’s membership at large. We developed a new Vision, Mission, and Core Values, and outlined a three-year Strategic Action Plan that allows the toy industry to achieve a greater collective impact, as well as support the company’s own business goals. Achieving both is critical to our success.

Change is already implemented across our key program areas – The Toy BankSM, Play Grants, and Diversity, Equity, and Inclusion.
- After a 2+ year hiatus, we transformed our Toy Bank into a turnkey corporate social responsibility and inventory management solution for the industry – and increased toy donations by 400%.
- We orchestrated a nearly $5 million for a relief campaign quickly, and meaningfully, to aid Ukrainian children and families devastated by war, and funded $425,000 in play therapy projects to impact 185,000 pediatric patients in 2022-2023 at under-resourced children’s hospitals.
- We launched our Diversity, Equity & Inclusion (DEI) Pipeline Program to help build the next generation of leadership for the toy industry.

We could not accomplish this work without the community’s support, and we are appreciative of every dollar and toy donated! Please, take a moment to read our 2022 results and the remarkable impact we had on children in need.

We look forward to being YOUR Foundation in 2023 and implementing our Strategic Action Plan to support our members and to deliver the joy of play to every child.

With great appreciation,

Pam Mastrota
Executive Director
The Toy Foundation

Andy Weiner
Board Chair, The Toy Foundation
Chief Advisor, Toy’n Around
Our mission is to be the uniting force for the collective philanthropy of our industry for the benefit of all children in need.
The Toy Bank℠ is the toy industry’s year-round turnkey corporate social responsibility partner and inventory management solution delivering the joy of play to children affected by poverty, humanitarian crisis, and illness around the world.

Every donation is automatically connected to a program of scale. The Toy Foundation™ (TTF) works with manufacturers, retailers, and other related companies to ensure the coordination and distribution of the donation supports their philanthropic and business goals, and TTF reports its impact back to you.

Since 2003:

$285 million in toys delivered

30 million children served
In 2022, the toy industry donated **more than 750,000 toys, valued at $9.1 million**, to The Toy BankSM. A 400% increase in toys from the previous year, plush, action figures, crafts, board games, and many more items were placed into the hands of children in need.

The worldwide distribution of donations included:

- 470,000 toys delivered to local children’s charities throughout the U.S. for children in need
- 270,000 toys delivered to thousands of Ukrainian refugee children and families
- 10,000 toys delivered to Dallas metro-area children following the close of The Toy Association™’s 2023 Preview & 2022 Holiday Market event

Thank you to all the companies that donated. See the full list of 2022 donors in the appendix.
Play Grants

Play Grants support the toy industry in relieving the suffering of children by providing the benefits of play while they are undergoing medical treatment, impacted by a humanitarian crisis, or affected by poverty.

An accessible program for small, medium, and large toy companies, Play Grants allow the industry to support children quickly and effectively, as well as support their own business goals throughout the year.

<table>
<thead>
<tr>
<th>CHILDREN’S HOSPITAL</th>
<th>EMERGENCY RELIEF</th>
<th>COVID-19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Funded play therapy to 175,000 hospitalized children nationwide</td>
<td>The toy industry donated $5 million in cash and product for Ukrainian children impacted by war</td>
<td>Distributed $432,000 to deliver play to low-income children during the pandemic</td>
</tr>
</tbody>
</table>
Children’s Hospital Play Grants

Play therapy measurably improves pediatric care, treatment outcomes, and patient and hospital satisfaction. Children’s Hospital Play Grants support the industry in deepening its commitment to deliver the power of play to hospitalized children.

Focused on hospitals that serve under-resourced communities, the inaugural 2021/2022 program funded play projects at 18 children’s hospitals to positively impact **175,000 children**. Read a complete impact report detailing project results, outcomes, and effects [here](#).

As a result of the overwhelmingly positive response, the 2022/2023 program fielded grant requests from 75 children’s hospitals and funded **more than $425,000 in play projects at 19 hospitals**. These projects are expected to impact 185,000 children through 2023.

See the list of hospital grantees in the appendix.

“Our Virtual Playroom mitigates restrictions, allowing children to actively participate actively in what comes most natural to them: play. Regardless of pandemic status, the hour of the day or night when a child is admitted to our care, or what a child is experiencing medically, each child can play thanks to our Virtual Playroom on MyChart Bedside.”

- Children’s of Mississippi
Emergency Relief Play Grants

To support the toy industry in responding quickly to national and international pandemics, natural disasters, and other humanitarian crises, The Toy Foundation™ (TTF) created the Emergency Relief Play Grants program to bring the joy of play to children in need around the globe.

In response to Russia’s invasion of Ukraine in February 2022, TTF partnered with toy industry veteran Alan Hassenfeld and the Hassenfeld Family Foundation to spearhead an industry-wide relief effort that generated nearly $5 million in monetary and product donations.

- $3.2 million in toys and other essential relief supplies were shipped overseas to Ukrainian children
- $1.6 million in cash grants were distributed to refugee programs in Ukraine and Europe

To ensure the donations created the greatest impact possible, TTF partnered with eight international and local organizations on-the-ground in Ukraine and neighboring countries. See the full partner list in the appendix.
In 2021, The Toy Foundation™ distributed an additional $432,800 in cash grants to 11 partner organizations in support of 2022 projects that benefited children in need and supported diversity, equity, and inclusion (DEI) within the toy industry.

### Children’s-Focused Projects

- **Arts Ed Newark** – Youth training to 400+ educators and community members
- **First Book** – Creation of a resource education guide focused on empathy and play for teachers
- **Genius of Play** – Educational podcast series downloaded an estimated 10,000 times
- **Playworks** – In-class or virtual play activities at 30 NYC schools
- **Save the Children** – Diverse reading content to 750,000 children
- **The Strong Museum** – Play-based educational programs for 60,000 children and families
- **ThinkGive** – Social emotional learning programs for 600 under-resourced youth

### DEI-Focused Projects

- **Black Inventors Hall of Fame** – Production of “Black Inventors Got Game” documentary
- **Fashion Institute of Technology** – Three-day toy-design workshop for university students
- **Geena Davis Institute on Gender in Media** – Research study analyzing gender stereotypes, diversity, and inclusion in advertising and marketing
- **Life & Career Coaching** – External mentorship program and one-on-one coaching for a diverse cohort of 23 interns at Jazwares
Diversity, Equity, and Inclusion (DEI)

The Toy Association™ and toy industry tasked The Toy Foundation™ (TTF) to support the industry in building a pipeline of diverse, young talent who will serve as the next generation of toy industry leaders and, in turn, create a more diverse, equitable, and inclusive industry in all that is does and everyone it serves.

Panel discussions, student research, mentorship meetings, recruitment huddles, and more are available for companies of any size and industry professionals of every expertise to participate and engage with college and university students to support their own DEI goals.

2022 Collegiate Partners:

- UNT Dallas
- University of Maryland
DEI Pipeline Program

To support the toy industry in becoming more diverse, equitable, and inclusive, The Toy Foundation™ (TTF) launched its DEI Pipeline Program to build awareness around career opportunities in the toy industry. In its inaugural year, TTF facilitated two initiatives for toy companies engage with diverse, talented university students:

- **Full-Day DEI Immersion:** TTF partnered with Hasbro, Jazwares, Paramount, and Target to host a day-long program of engaging presentations, panel discussions, and recruitment meetings for University of North Texas at Dallas students during The Toy Association™’s Preview & Holiday Market.

- **Collegiate Case Study:** TTF piloted a fall semester case study at the University of Maryland where 70 students met with experts from Target and Paramount to develop case solutions around philanthropy and DEI in the toy industry.
Toy of the Year® Awards

The Toy Foundation™ (TTF) brought the toy industry together for the Toy of the Year® (TOTY®) Awards twice in 2022, a virtual celebration in February and in-person celebration in September as the opening night party of The Toy Association™’s 2023 Preview & 2022 Holiday Market in Dallas, TX.

The TOTY Awards serve as a critical fundraiser for TTF to continue and advance its work in delivering the benefits of play to all children in need through its program areas. Thank you to all the companies and individuals who participated and supported TTF.
The TOTY® Awards in Dallas

A celebration of the industry’s creativity and philanthropy, the TOTY® Awards in Dallas announced the winners across 17 categories of play and featured impactful mission moments from each of The Toy Foundation™’s (TTF) program areas.

Industry sponsors and local nonprofit partners took center stage to show their support and partnership with TTF in front of 700 industry professionals. Additionally, children from the Dallas-area who directly benefited from the funds raised at the event were onsite to cheer on the winners and emphasize the importance of the TOTY Awards – to support children in need.

Collectively, the toy community raised more than $850,000 in cash, in-kind, and product donations.

Thank you to all who participated and supported TTF. A special thanks to TTF’s Presenting Sponsors, Amazon, Jazwares, and Mattel.
### Financials ($ in thousands)

**Statements of Financial Position** as of December 31

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>2022</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and investments</td>
<td>$3,131</td>
<td>$4,061</td>
</tr>
<tr>
<td>Promises to give, net</td>
<td>150</td>
<td>10</td>
</tr>
<tr>
<td>Due from The Toy Association, Inc.</td>
<td>–</td>
<td>25</td>
</tr>
<tr>
<td>Prepaid expenses</td>
<td>20</td>
<td>107</td>
</tr>
<tr>
<td>Property &amp; equipment, net</td>
<td>16</td>
<td>31</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td><strong>$3,317</strong></td>
<td><strong>$4,234</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LIABILITIES &amp; NET ASSETS</th>
<th>2022</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable and accrued expenses</td>
<td>$37</td>
<td>$17</td>
</tr>
<tr>
<td>Grants payable</td>
<td>47</td>
<td>–</td>
</tr>
<tr>
<td>Due to The Toy Association, Inc.</td>
<td>44</td>
<td>–</td>
</tr>
<tr>
<td>Deferred income</td>
<td>–</td>
<td>113</td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES</strong></td>
<td><strong>128</strong></td>
<td><strong>130</strong></td>
</tr>
<tr>
<td>Unrestricted net assets</td>
<td>3,189</td>
<td>4,104</td>
</tr>
<tr>
<td><strong>TOTAL LIABILITIES AND NET ASSETS</strong></td>
<td><strong>$3,317</strong></td>
<td><strong>$4,234</strong></td>
</tr>
</tbody>
</table>

**SUMMARY STATEMENTS OF ACTIVITIES**

**Years Ended December 31**

<table>
<thead>
<tr>
<th></th>
<th>2022</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program revenue</td>
<td>$25,185</td>
<td>$38,277</td>
</tr>
<tr>
<td>Program expenses</td>
<td>24,647</td>
<td>38,833</td>
</tr>
<tr>
<td>Supporting services expenses</td>
<td>983</td>
<td>491</td>
</tr>
<tr>
<td><strong>OPERATING DEFICIT</strong></td>
<td><strong>(445)</strong></td>
<td><strong>(1,047)</strong></td>
</tr>
<tr>
<td>Non-operating (loss) income</td>
<td>(470)</td>
<td>390</td>
</tr>
<tr>
<td><strong>DECREASE IN NET ASSETS</strong></td>
<td><strong>$(915)</strong></td>
<td><strong>$(657)</strong></td>
</tr>
</tbody>
</table>
APPENDIX
2022 Charity Recipients

A Touch of Kindness Warehouse
Convoy of Hope
Dallas Metro
Dream Center
Feed the Children
Giving Friends
Heart 4 Orphans
Hope of Life
International Mental Health Consulting, Inc.
Jordan Outreach Ministries
KIDDISVIT
MetroKidz
Ministerios Mahanaim
North Star Foundation
Operation Compassion
Panola Outreach
Plast
Rainbow Days
The Birthday Party Project
True Tabernacle Ministries
United Nations High Commission on Refugees
United Way of Westchester
WIN Warehouse / Mission St. Louis

2022 Partner Organizations

Children’s Hospital Association
Convoy of Hope
Dallas Metro
Gear the World
Geena Davis Institute on Gender in Media
Heart 4 Orphans
Life & Career Coaching
Operation Compassion
Plast
The Birthday Party Project
The Ukrainian Toy Association / KIDDISVIT
University of Maryland
University of North Texas at Dallas
2021/2022 Children’s Hospital Play Grants Recipients

Arkansas Children’s Hospital
Baylor Scott & White McLane Children's Hospital
Children’s Mercy Kansas City
Children’s of Alabama
Children’s of Mississippi
Children’s Minnesota
Golisano Children’s Hospital at The University of Rochester Medical Center
Hennepin County Medical Center
Le Bonheur Children's Hospital
Mary Bridge Children’s Hospital and Health Network
MUSC Shawn Jenkins Children’s Hospital
Nemours / Alfred I. du Pont Children’s Hospital Delaware
Nicklaus Children’s Hospital
OSF Healthcare Children’s Hospital of Illinois
St. Louis Children’s Hospital Foundation
The Children’s Hospital at Montefiore
The Children’s Hospital of San Antonio
Valley Children’s Healthcare

2022/2023 Children’s Hospital Play Grants Recipients

Ann & Robert H. Lurie Children’s Hospital of Chicago
Baylor Scott & White McLane Children’s Medical Center
Children’s Specialized Hospital
CHOC
El Paso Children's Hospital
Elizabeth Seton Children's Center
Norton Children's Hospital
Joe DiMaggio Children's Hospital
La Rabida Children's Hospital
Loma Linda University Children's Hospital Foundation
Mary Bridge Children’s Hospital and Health Network
MUSC Shawn Jenkins Children's Hospital
Ranken Jordan Pediatric Bridge Hospital
Spence and Becky Wilson Baptist Children’s Hospital
St. Louis Children's Hospital Foundation
The Children's Hospital at Montefiore
The Children's Hospital at Saint Francis
UMass Memorial Children's Medical Center
University of New Mexico Children's Hospital
2022 Toy Bank℠ Donors

Abysse America
Animoodles
Aurora World
Basic Fun!
Bendon Publishing
Best Ride On Cars
Blip Toys
Blue Marble
Bonkers Toys
BrainStormProducts
BRC Toys LLC
Bright Time Toys
Bullseye USA LLC
Carpe Diem Games
Ceaco / Gamewright
Games
Code Red Novelties LLC
CONNETIX
Crayola
Cra-Z-Art
Crazy Aaron's Thinking Putty
Crocodile Creek Toys
David Rice
Dillon Jiang
doqxD
daqisi Plastic Product Co., Ltd
EAP Toy and Games
Engino
Evermade, LLC
Exploding Kittens
Faber-Castell USA
Far Out Toys, Inc.
Fashion Angels
FireFly Team Events
Flash Sales Inc.
Flat River Group
FoxMind Games
Funko, Inc.
Funrise Toys
Gainmax Toys Limited
Galison Mudpuppy
Goliath Games
Grasper Global Inc.
Grow'N Up Limited
Hape Toys
Heiwei USA LLC
HGP Group LLC
Hugh J. Kennedy
Imagination Gaming, Inc.
IMC Toys
Insect Lore
JA-RU Toys
Jazwares
Juratoys
Just Play
Kess Co
Komarc Games
Kool Karz Playground
KPE Inc DBA Poptoy
Leap Year Publishing
Learning Resources
Light Kinections
Little Rebels
Lulu Junior
MasterPieces Puzzle Co
Merchant Ambassador
MerchSource
MGA Entertainment
Moose Toys
MW Wholesale
My Gnome on the Roam
N.J. Croce Co.
National Sporting Goods
Needleart World
NKOK Inc.
NMR Brands
OuiSi
Paramount
Pinkfong USA
PlayMonster Group LLC
QUBS Toys
Radio Flyer
Scentco, Inc
schleich
Schylling, Inc.
Sky Castle Toys
Smart Play
SoYoung
T.J. Simmons
Tara Toy
TeeTurtle
Thames & Kosmos
The Learning Journey
The Manhattan Toy Company
The Noble Collection
The Pokémon Company International
The Queen’s Treasures
The Toy Association
Thin Air Brands
Top Secret Toys
Trefl USA
Tween Team
Ultra PRO Entertainment
Verdes Toys
Warehouse Direct Enterprises
Wilton Bradley
Winning Moves Games
Wood Expressions Games
Wood-to-Wonderful
Wrebbit Puzzles
WubbaNub
Yellow Cab Games
ZESTAR Toys
<table>
<thead>
<tr>
<th>2022 Corporate Donors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amazon</td>
</tr>
<tr>
<td>Bananagrams</td>
</tr>
<tr>
<td>Beacon Media Group</td>
</tr>
<tr>
<td>Benevity Fund</td>
</tr>
<tr>
<td>Betts Patterson Mines</td>
</tr>
<tr>
<td>Blackbaud</td>
</tr>
<tr>
<td>Bonkers Toy Company</td>
</tr>
<tr>
<td>Build-A-Bear Workshop</td>
</tr>
<tr>
<td>Crayola</td>
</tr>
<tr>
<td>Crazy Aaron's Thinking Putty</td>
</tr>
<tr>
<td>Dallas Market Center</td>
</tr>
<tr>
<td>Faber-Castell USA</td>
</tr>
<tr>
<td>Funosophy, Inc.</td>
</tr>
<tr>
<td>GES</td>
</tr>
<tr>
<td>Hasbro, Inc.</td>
</tr>
<tr>
<td>Hassenfeld Family Foundation</td>
</tr>
<tr>
<td>Insight Retail</td>
</tr>
<tr>
<td>Jazwares</td>
</tr>
<tr>
<td>Just Play</td>
</tr>
<tr>
<td>Learning Express</td>
</tr>
<tr>
<td>Mattel</td>
</tr>
<tr>
<td>Melissa &amp; Doug</td>
</tr>
<tr>
<td>MGA Entertainment</td>
</tr>
<tr>
<td>Moose Toys</td>
</tr>
<tr>
<td>Nightglass Media</td>
</tr>
<tr>
<td>Paramount</td>
</tr>
<tr>
<td>Playmate Toys</td>
</tr>
<tr>
<td>Radio Flyer</td>
</tr>
<tr>
<td>Ravensburger North America</td>
</tr>
<tr>
<td>Schylling</td>
</tr>
<tr>
<td>Spin Master</td>
</tr>
<tr>
<td>The Bandai Foundation</td>
</tr>
<tr>
<td>The LEGO Group</td>
</tr>
<tr>
<td>The Pokémon Company</td>
</tr>
<tr>
<td>International</td>
</tr>
<tr>
<td>The WiT Foundation</td>
</tr>
<tr>
<td>tonies</td>
</tr>
<tr>
<td>Toy'n Around</td>
</tr>
<tr>
<td>ToySmith</td>
</tr>
<tr>
<td>Universal Brand Management</td>
</tr>
<tr>
<td>VTech</td>
</tr>
<tr>
<td>WOW Sports – BIGMOUTH</td>
</tr>
</tbody>
</table>
2022 Leaders Circle Donors

Glenn Abell
Duccio Abolaffio
Tara Allen
Adrienne Appell
Stephanie Bailey
Joel Berger
Bryony Bouyer
Bernadette Boyle
Kathleen Campisano
Kimberly Carcone
Anne Carrihill
Alison Cavanaugh
Lynne Corry
Jamie Cygielman
Judith Ellis
Jim Engle
Carolyn Epperson
Barbara Finigan Fitzgerald
John Fistolera
John Gessert

Manuel Grace
Geoffrey Greenberg
David Hargreaves
Peter Henseler
Gerrick & Ann Johnson
Alan Kaufman
Michael Keaton
Andrew Keimach
Thomas Keoughan
William Killgallon
Timothy Kilpin
Robert King
Reuben Klamer
Yakov Knyresh
Skip Kodak
Michael Kohner
Sunny Lauridsen
Genevieve Lecompte
Ken Lewis
Ashley Mady

Pamela Mastrota
Anne McConnell
Sean Patrick McGowan
Scott Messina
Bridgette Miller
Melissa Millo
Aaron Muderick
Andy Musliner
Nikhil & Michelle Nayar
Nicholas & Kanya Nicholas
Richard North
Philip Orbanes
Lisa Oscarson
Steve Pasierb
Jerry Perez
Christine Phillips
David Pope
Sharon Price John
Andrew Quartin
Hugh Reed

Maura Regan
Michael Rinzler
Genna Rosenberg
Priscilla Ryder
Brian Salkin
Nancy Scanlon
Michelle Seeber
Lee Taylor
Voin Todorovic
Walter Tomopilsky
Steve Totzke
Jamie Uitdenhowen
Robert Wann
Andrew Weiner
Josslynne Welch
Erin Wright
James Zahn
2022 Toy Foundation Board of Trustees

Glenn Abell
Mattel, Inc

Stephanie Bailey
Paramount

Bryony Bouyer
Hasbro, Inc.

Kathleen Campisano
Beacon Media Group

Jamie Cygielman
American Girl

John Gessert (Advisor)
American Plastic Toys

Manny Grace
The Walt Disney Company

Peter Henseler (Advisor)
TOMY International

Michael Keaton
Toysmith

Skip Kodak (Advisor)
The LEGO Group

Sunny Lauridsen
Just Play LLC

Ashley Mady
ZigaZoo

Pamela Mastrota (ex-officio)
The Toy Foundation

Sean Patrick McGowan
ROTH Capital Partners

Aaron Muderick
Crazy Aaron’s Thinking Putty

Nikhil Nayar
Target

Steve Pasierb (ex-officio)
The Toy Association

Andrew Quartin
Thames & Kosmos, LLC

Maura Regan
Licensing International

Michael Rinzler
Entrepreneur

Voin Todorovic
Build-A-Bear Workshop

Andrew Weiner (Chair)
Toy’n Around
The Toy Foundation Staff

Pamela Mastrota
Executive Director

John Fistolera
Director, Development

Erin Wright
Manager, Marketing Communication

Paul Vitale
Executive Vice President, Finance & Operations